

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A web-based online store having a user interface for enabling a custom configuration of a computer system according to an identification of a user belonging to a prescribed customer set, said online store comprising:
 - a configurator for configuring a computer system with options selected according to a desired user input, the options and a respective pricing for each option being presented on a configurator web page;
 - a database for dynamically supplying configuration options to said configurator in accordance with the identification of the user belonging to the prescribed customer set;
 - a cart for temporarily storing a customer configured computer system and presenting the customer configured computer system on a cart web page, the cart web page further including at least one user selectable cart option; and
 - an interactive upsell advisor operatively coupled to said configurator, said database, and said cart for selectively providing an upsell recommendation to said cart as an upgrade now user selectable cart option on the cart web page, the upsell recommendation being selectively provided as a function of the prescribed customer set, the customer configured computer system, and prescribed upsell advisor business rules, wherein said database dynamically supplies the prescribed upsell business rules to said upsell advisor, said upsell advisor utilizing the dynamically supplied prescribed upsell business rules in selectively providing upsell recommendations to said cart according to a sequencing of recommendations established per the upsell advisor business rules per store, further wherein upon a selection of the upgrade now user

selectable cart option of said upsell advisor on the cart web page, said upsell advisor directly updates the customer configured computer system configuration per the upsell recommendation and provides a price reflecting acceptance of the upsell to the cart webpage, and if after accepting an upsell recommendation, another recommendation is valid, the next in order active upsell recommendation is provided.

2. (Cancelled).
3. (Original) The online store of claim 1, wherein said upsell advisor calculates a differential price between the customer configured computer system with the upsell recommendation and the customer configured computer system without the upsell recommendation, said upsell advisor further providing the differential price to said cart.
4. (Previously Presented) The online store of claim 3, wherein a description of the upsell recommendation, the differential price, and the upgrade now user selectable option are each displayed on the cart web page.
5. (Cancelled).
6. (Original) The online store of claim 4, wherein a description of the upsell recommendation, the differential price, and an upgrade now user selectable option are further displayed in a prominent area of the cart web page .
7. (Cancelled).

8. (Previously Presented) The online store of claim 1, wherein said cart further includes merchandising recommendations for available options and their respective option details, the merchandising recommendations being presented on the cart web page in the event of an unavailability of the upsell recommendation by said upsell advisor, wherein said database dynamically supplies the merchandising recommendations to said cart in accordance with a prescribed customer set.
9. (Original) The online store of claim 1, wherein said upsell advisor validates an upsell recommendation for the given customer configured computer system prior to providing the upsell recommendation to said cart.
10. (Currently Amended) A method for enabling a custom configuration of a computer system according to an identification of a user belonging to a prescribed customer set via a user interface of a web-based online store comprising:
 - providing a configurator for configuring a computer system with options selected according to a desired user input, the options and a respective pricing for each option being presented on a configurator web page;
 - providing a database for dynamically supplying configuration options to the configurator in accordance with the identification of the user belonging to the prescribed customer set;
 - providing a cart for temporarily storing a customer configured computer system and presenting the customer configured computer system on a cart web page, the cart web page further including at least one user selectable cart option; and
 - providing an interactive upsell advisor operatively coupled to the configurator, the database, and the cart for selectively providing an upsell

recommendation to the cart as an upgrade now user selectable cart option on the cart web page, the upsell recommendation being selectively provided as a function of the prescribed customer set, the customer configured computer system, and prescribed upsell advisor business rules, wherein the database dynamically supplies the prescribed upsell business rules to the upsell advisor, the upsell advisor utilizing the dynamically supplied prescribed upsell business rules in selectively providing upsell recommendations to the cart according to a sequencing of recommendations established per the upsell advisor business rules per store, further wherein upon a selection of the upgrade now user selectable cart option of the upsell advisor on the cart web page, the upsell advisor directly updates the customer configured computer system configuration per the upsell recommendation and provides a price reflecting acceptance of the upsell to the cart webpage, and if after accepting an upsell recommendation, another recommendation is valid, the next in order active upsell recommendation is provided.

11. (Cancelled).
12. (Original) The method of claim 10, wherein the upsell advisor calculates a differential price between the customer configured computer system with the upsell recommendation and the customer configured computer system without the upsell recommendation, the upsell advisor further providing the differential price to the cart.
13. (Previously Presented) The method of claim 12, wherein a description of the upsell recommendation, the differential price, and the upgrade now user selectable option are each displayed on the cart web page.

14. (Cancelled).
15. (Original) The method of claim 13, wherein a description of the upsell recommendation, the differential price, and an upgrade now user selectable option are further displayed in a prominent area of the cart web page .
16. (Cancelled).
17. (Previously Presented) The method of claim 10, wherein the cart further includes merchandising recommendations for available options and their respective option details, the merchandising recommendations being presented on the cart web page in the event of an unavailability of the upsell recommendation by the upsell advisor, wherein the database dynamically supplies the merchandising recommendations to the cart in accordance with a prescribed customer set.
18. (Original) The method of claim 10, wherein the upsell advisor validates an upsell recommendation for the given customer configured computer system prior to providing the upsell recommendation to the cart.
19. (Previously Presented) The web-based online store of claim 1 wherein if after accepting an upsell recommendation, another recommendation is valid, the next in order active upsell recommendation is provided.
20. (Previously Presented) The method of claim 10 wherein if after accepting an upsell recommendation, another recommendation is valid, the next in order active upsell recommendation is provided.

21. (New) The web-based online store of claim 1 wherein if after exiting the cart without accepting an upsell recommendation and upon later reentering that cart, a different upsell recommendation is offered.
22. (New) The web-based online store of claim 21 wherein a next upsell recommendation in a given priority order is displayed as the different upsell recommendation.
23. (New) The method of claim 10 wherein if after exiting the cart without accepting an upsell recommendation and upon later reentering that cart, a different upsell recommendation is offered.
24. (New) The method of claim 23 wherein a next upsell recommendation in a given priority order is displayed as the different upsell recommendation.